

What is claimed is:

1. A behavior data fee collection system using a computer, comprising:
 - 5 a behavior acquisition unit obtaining behavior data about a series of human behavior;
a behavior data recording/storage unit recording and storing obtained behavior data; and
a data sale unit selling recorded and stored
10 behavior data.
2. A behavior data fee collection system using a computer, comprising:
 - a behavior acquisition unit obtaining behavior
15 data about a series of human behavior;
a behavior data recording/storage unit recording and storing obtained individual behavior data;
a mass behavior data generation unit analyzing recorded and stored behavior data and generating
20 statistically processed mass behavior data; and
a data sale unit selling generated mass behavior data.
3. A behavior data fee collection system using a
25 computer, comprising:

a data process unit processing data in which a paired series of at least place information and information about the place, provided to a user are described according to a prescribed specification; and

- 5 a fee collection unit collecting a fee from a facility included in the place information described in the data.

4. A behavior data fee collection system using a
10 computer, comprising:

a data process unit processing data in which a paired series of at least place information and information about the place, provided to a user are described according to a prescribed specification;

- 15 a place data acquisition unit obtaining place data transmitted from the unit;

a behavior data generation unit totaling information from obtained place data as behavior data; and

- 20 a behavior data fee calculation unit calculating a fee of the behavior data.

5. A behavior data fee collection system using a computer, comprising:

- 25 a facility data registration unit registering

facility data;

a registration fee calculation unit calculating
a registration fee when the data are registered; and

a behavior data generation unit generating data
5 in which a paired series of at least place information
and information about the place, provided to a user
are described according to a prescribed specification,
using registered facility data.

10 6. A behavior data fee collection system using a
computer, comprising:

a facility data registration unit registering
facility data;

a behavior data generation unit generating data
15 in which a paired series of at least place information
and information about the place, provided to a user
are described according to a prescribed specification,
using registered facility data;

a behavior data process unit obtaining
20 information about use of data when the data are
generated; and

a charging unit charging a fee against each
facility at the time.

25 7. A behavior data fee collection system using a

computer, comprising:

a facility data registration unit registering facility data;

5 a behavior data generation unit generating data in which a paired series of at least place information and information about the place, provided to a user are described according to a prescribed specification, using registered facility data;

10 a behavior data process unit obtaining information about use of data when the data are downloaded, when use of the data is started, when each facility is reported in a process of the data or when guidance or advertisement on each facility is presented to a user in a process of the data; and

15 a charging unit charging a fee against each facility at the time.

8. A behavior data fee collection system using a computer, comprising:

20 a user situation acquisition unit obtaining a location or route of a user;

an information provision unit providing information depending on the obtained location and route; and

25 a charging unit charging when providing the

information.

9. A behavior data fee collection system using a computer, comprising:

5 a facility data registration unit registering facility data;

 a behavior data generation unit generating data in which a paired series of at least place information and information about the place, provided to a user
10 are described according to a prescribed specification, using registered facility data;

 a user situation acquisition unit obtaining a location and route of a user;

 a judgment unit judging relationship between
15 the data and an actual location or route of a user;

 a behavior data process unit obtaining information about use of data when the data related to a location or route are downloaded, when use of the data is started or when each facility is reported in
20 a process of the data; and

 a charging unit charging a fee against each facility at the time.

10. A behavior data fee collection system using a
25 computer, comprising:

a facility data registration unit registering facility data;

a travel data acquisition unit obtaining travel data of a user;

5 a judgment unit judging whether location data included in the facility data match actual travel data of a user;

a behavior data generation unit generating behavior data of a user based on a judgment result;

10 and

a behavior data fee calculation unit calculating a fee of the behavior data.

11. A behavior data fee collection system using a
15 computer, comprising:

a facility data registration unit registering facility data;

a facility data acquisition unit obtaining facility utilization data of a user;

20 a judgment unit judging whether the facility data match the facility utilization data of a user;

a behavior data generation unit generating behavior data of a user based on a judgment result;

and

25 a behavior data fee calculation unit calculating

a fee of the behavior data.

12. A behavior data fee collection system using a computer, comprising:

- 5 a behavior data acquisition unit obtaining behavior data about a series of human behavior; and
 an information provision/advertisement unit detecting a combination of a plurality of pieces of behavior frequently made from obtained behavior data
10 and providing information about or advertising the same behavior combination when a user takes one of the plurality of pieces of behavior.

13. A behavior data fee collection system using a
15 computer, comprising:

- a behavior data acquisition unit obtaining behavior data about a series of human behavior; and
 a proposal unit categorizing obtained behavior data for each user attribute and proposing a destination
20 suitable for an attribute when requested by a user with the attribute.

14. A behavior data fee collection method using a computer, comprising:

- 25 obtaining behavior data about a series of human

17. A behavior data fee collection method using a computer, comprising:

processing data in which a paired series of at least place information and information about the place, provided to a user are described according to a prescribed specification;

obtaining place data transmitted from the unit;

totaling information from obtained place data as behavior data; and

10 calculating a fee of the behavior data.

18. A behavior data fee collection method using a computer, comprising:

registering facility data;

15 calculating a registration fee when the data are registered; and

generating data in which a paired series of at least place information and information about the place, provided to a user are described according to a prescribed specification, using registered facility data.

19. A behavior data fee collection method using a computer, comprising:

25 registering facility data;

generating data in which a paired series of at least place information and information about the place, provided to a user are described according to a prescribed specification, using registered facility data;

obtaining information about use of data when the data are generated; and

charging a fee against each facility at the time.

20. A behavior data fee collection method using a computer, comprising:

registering facility data;

generating data in which a paired series of at least place information and information about the place, provided to a user are described according to a prescribed specification, using registered facility data;

obtaining information about use of data when the data are downloaded, when use of the data is started, when each facility is reported in a process of the data or when guidance or advertisement on each facility is presented to a user in a process of the data; and charging a fee against each facility at the time.

21. A behavior data fee collection method using a

behavior combination when a user takes one of the plurality of pieces of behavior.

26. A behavior data fee collection method using a
5 computer, comprising:

obtaining behavior data about a series of human behavior; and

- categorizing obtained behavior data for each
user attribute and proposing a destination suitable
10 for an attribute when requested by a user with the attribute.

27. A storage medium on which is recorded a program
for enabling a computer to implement a behavior data
15 fee collection system using a computer, comprising:

obtaining behavior data about a series of human behavior;

recording and storing obtained behavior data;

and

- 20 selling recorded and stored behavior data.

28. A storage medium on which is recorded a program
for enabling a computer to implement a behavior data
fee collection system using a computer, comprising:
25 obtaining behavior data about a series of human

behavior;

recording and storing obtained individual
behavior data;

analyzing recorded and stored behavior data and

5 generating statistically processed mass behavior
data; and

selling generated mass behavior data.

29. A storage medium on which is recorded a program
10 for enabling a computer to implement a behavior data
fee collection system using a computer, comprising:
processing data in which a paired series of at
least place information and information about the place,
provided to a user are described according to a
15 prescribed specification; and
collecting a fee from a facility included in the
place information described in the data.

30. A storage medium on which is recorded a program
20 for enabling a computer to implement a behavior data
fee collection system using a computer, comprising:
processing data in which a paired series of at
least place information and information about the place,
provided to a user are described according to a
25 prescribed specification;

obtaining place data transmitted from the unit;
totaling information from obtained place data
as behavior data; and
calculating a fee of the behavior data.

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31. A storage medium on which is recorded a program
for enabling a computer to implement a behavior data
fee collection system using a computer, comprising:
registering facility data;

10 calculating a registration fee when the data are
registered; and

generating data in which a paired series of at
least place information and information about the place,
provided to a user are described according to a
15 prescribed specification, using registered facility
data.

32. A storage medium on which is recorded a program
for enabling a computer to implement a behavior data
20 fee collection system using a computer, comprising:
registering facility data;

generating data in which a paired series of at
least place information and information about the place,
provided to a user are described according to a
25 prescribed specification, using registered facility

data;

obtaining information about use of data when the data are generated; and

charging a fee against each facility at the time.

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33. A storage medium on which is recorded a program for enabling a computer to implement a behavior data fee collection system using a computer, comprising:

registering facility data;

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generating data in which a paired series of at least place information and information about the place, provided to a user are described according to a prescribed specification, using registered facility data;

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obtaining information about use of data when the data are downloaded, when use of the data is started, when each facility is reported in a process of the data or when guidance or advertisement on each facility is presented to a user in a process of the data; and

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charging a fee against each facility at the time.

34. A storage medium on which is recorded a program for enabling a computer to implement a behavior data fee collection system using a computer, comprising:

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obtaining a location or route of a user;

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providing information depending on the obtained location and route; and
charging when providing the information.

- 5 35. A storage medium on which is recorded a program for enabling a computer to implement a behavior data fee collection system using a computer, comprising:
registering facility data;
generating data in which a paired series of at
10 least place information and information about the place, provided to a user are described according to a prescribed specification, using registered facility data;
obtaining a location and route of a user;
15 judging relationship between the data and an actual location or route of a user;
obtaining information about use of data when the data related to a location or route are downloaded, when use of the data is started or when each facility
20 is reported in a process of the data; and
charging a fee against each facility at the time.
36. A storage medium on which is recorded a program for enabling a computer to implement a behavior data
25 fee collection system using a computer, comprising:

registering facility data;
 obtaining travel data of a user;
 judging whether location data included in the
 facility data match actual travel data of a user;
 5 generating behavior data of a user based on a
 judgment result; and
 calculating a fee of the behavior data.

37. A storage medium on which is recorded a program
 10 for enabling a computer to implement a behavior data
 fee collection system using a computer, comprising:
 registering facility data;
 obtaining facility utilization data of a user;
 judging whether the facility data match the
 15 facility utilization data of a user;
 generating behavior data of a user based on a
 judgment result; and
 calculating a fee of the behavior data.

20 38. A storage medium on which is recorded a program
 for enabling a computer to implement a behavior data
 fee collection system using a computer, comprising:
 obtaining behavior data about a series of human
 behavior; and
 25 detecting a combination of a plurality of pieces

of behavior frequently made from obtained behavior data and providing information about or advertising the same behavior combination when a user takes one of the plurality of pieces of behavior.

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39. A storage medium on which is recorded a program for enabling a computer to implement a behavior data fee collection system using a computer, comprising:

obtaining behavior data about a series of human
10 behavior; and

categorizing obtained behavior data for each user attribute and proposing a destination suitable for an attribute when requested by a user with the attribute.

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40. A behavior data fee collection system using a computer, comprising:

acquisition means for obtaining behavior data about a series of human behavior;

20 storage means for recording and storing obtained behavior data; and

sale means for selling recorded and stored behavior data.